United Artists

Pressbook

United Artists 50 Anniversary

Now watch us 60

"You want these kids? I give them to you. I sign the papers.

"Good kids. Wonderful boys. I'm not kidding. I give them to you, I mean it. You don't take them, I put them in the rowboat all alone in the ocean."

HERBERT B. LEONARD presents

ALAN ARKIN

in

"POqi"

starring RITA MORENO as Lupe · and introducing MIGUEL ALEJANDRO · and RUBEN FIGUEROA · featuring JOHN HARKINS

· ARNY FREEMAN · JOAN TOMPKINS · ANTHONY HOLLAND Written by TINA and LESTER PINE

Produced by HERBERT B. LEONARD Directed by ARTHUR HILLER Music—DOMINIC FRONTIERE

COLOR by DeLuxe

50 GO United Artists

Entertainment from Transamerica Corporation

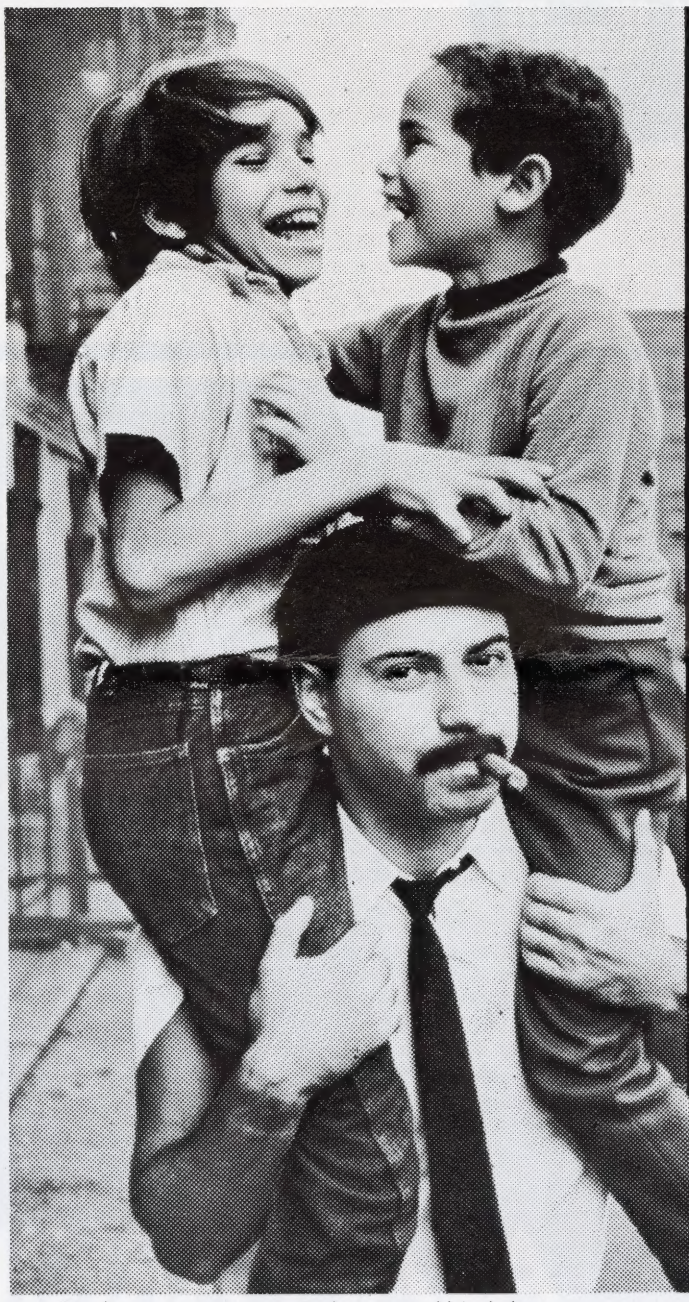
G Suggested For GENERAL Audiences

ORIGINAL MOTION PICTURE SCORE AVAILABLE ON UNITED ARTISTS RECORDS

THEATRE

5 Cols. x 120 Lines—600 Lines (34 Inches)

Mat 501



"Better to drown in the ocean than in the sewer."

Popi had a dream, and the only way he could make it come true was to put his two boys in a rowboat and set them adrift in the ocean.

HERBERT B. LEONARD presents

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ORIGINAL MOTION PICTURE SCORE AVAILABLE ON UNITED ARTISTS RECORDS

COLOR by DeLuxe

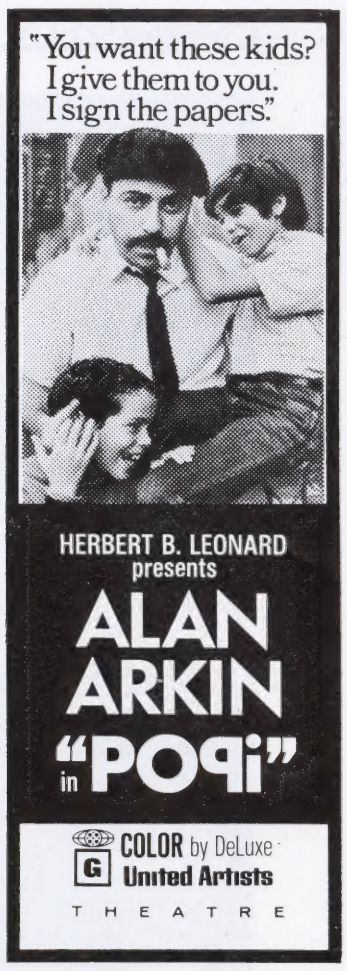
50 60 United Artists

Entertainment from Transamerica Corporation

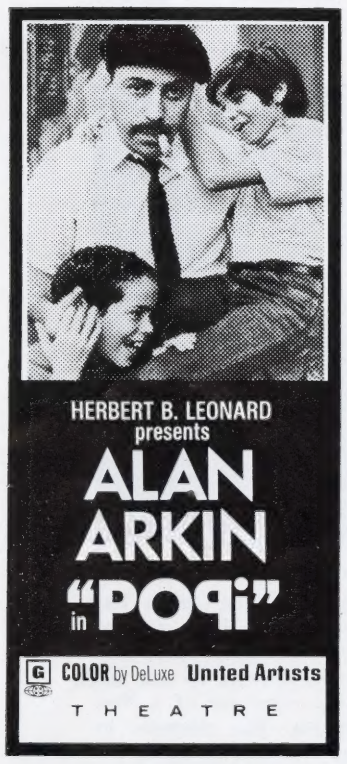
THEATRE

4 Cols. x 125 Lines—500 Lines (36 Inches) Mat 402

© 1969 United Artists, a Transamerica Corporation

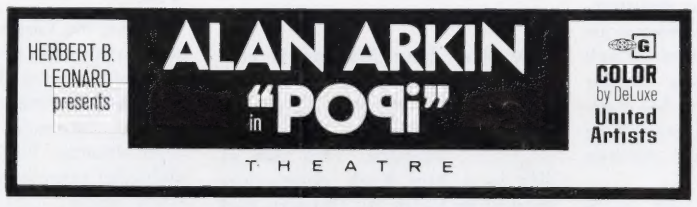


1 Col. x 70 Lines (5 Inches)
Mat 103



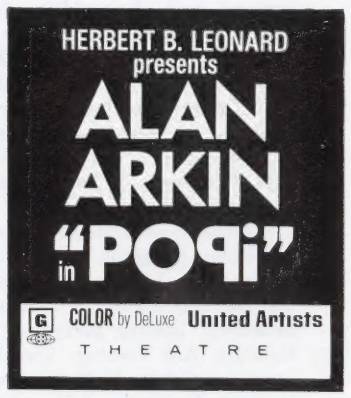
1 Col. x 55 Lines (4 Inches)
Mat 102

2 Cols. x 28 Lines—56 Lines (4 Inches)



2 Cols. x 14 Lines—28 Lines (2 Inches)

Both on Mat 201



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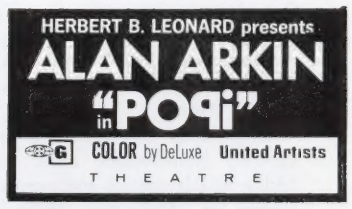

1 Col. x 14 Lines (1 Inch)

Both on Mat 101

Still PP-36 *Mat 2A*

Alan Arkin plays the role of a widowed Puerto Rican father who is frustrated with the task of bringing up his two sons in a New York ghetto, and attempts a way-out solution. "Popi," in Color by DeLuxe, will open ..... at the ..... Theatre through release by United Artists, an entertainment service of Transamerica Corporation. The two boys are played by screen newcomers, Ruben Figueroa and Miguel Alejandro.

Alan Arkin as 'Popi' Plays His Most Complex, Funny Role

Every Alan Arkin the moviegoing public sees is different. In "Popi" he portrays his most unusual — and heartwarming — role. Opening in Color by DeLuxe ..... at the ..... Theatre, through United Artists, an entertainment subsidiary of Transamerica Corporation, "Popi" co-stars Rita Moreno and casts Arkin as a Puerto Rican widower desperately battling New York's hostile environment to provide a good life for his sons.

"It's a matter of identification," noted the actor—once an *improvisational* performer. "You imagine you have two kids you love dearly and these kids live with rats and garbage and dope-addicts in a ghetto and you can't get them out of it. How would you feel? What would you do? 'Popi' is about what I did, as the father. It was a hard role to play," added Arkin. "Not because I couldn't identify with *Rodriguez* — but because I could!"

Celebrated on Broadway for roles in "Enter Laughing," and "Luv," Arkin made his screen debut as the timorous leader of a Russian submarine landing party in "The Russians Are Coming, The Russians Are Coming!" Starring roles in several movies followed, including that of a master criminal in "Wait Until Dark," opposite Audrey Hepburn; Shirley MacLaine's suitor in "Woman Times Seven," a police investigator in "Inspector Closeau"; and a lonely deaf-mute in "The Heart is a Lonely Hunter."

Considered by many to be a modern Renaissance man, Arkin had a widely varied and successful career in folksinging (with *The Tarriers* and *The Babysitters*); composing (over 100 songs, recorded by The Weavers and The Limelighters among others) and improvisational comedy (with The St. Louis Compass Theatre and the famed Second City troupes of both Chicago and New York).

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Eleven-year-old Miguel Alejandro, who plays Alan Arkin's older son in "Popi," opening in Color by DeLuxe ..... at the ..... Theatre thru United Artists, an entertainment subsidiary of Transamerica Corporation, was a New York schoolboy when director Arthur Hiller first spotted him in his classroom while touring schools in search of two bilingual children to cast in key roles.

Born in New York City, he is the oldest of three children. Both his parents were born in Puerto Rico and came to the United States sixteen years ago.

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subsidiary of Transamerica Corporation. In Color by DeLuxe, "Popi" highlights the tribulations of a Puerto Rican widower in New York attempting to create a better life for his two young sons.

Miss Moreno, who won an Academy Award for her role in "West Side Story," was born in Puerto Rico but grew up in New York, where she originally studied to become a dancer. Small acting chores, including a part in a Broadway play, led to her screen debut in "So Young, So Bad." Discovered by producer Darryl Zanuck, she signed a three-year Hollywood contract and was featured in several films, including "Untamed," "Seven Cities of Gold," and "The Lieutenant Wore Skirts."

"Popi" is the second film for Miss Moreno after a three-year absence from the screen following

Still PP-29 *Mat 1A*

The fiery Rita Moreno is cast as Alan Arkin's girl-friend in the comedy-drama "Popi," which will open ..... at the ..... Theatre. This tale of life in a New York ghetto was filmed in Color by DeLuxe and is being released by United Artists, an entertainment subsidiary of Transamerica Corporation.

wished. The day after Mayor Lindsay visited the "Popi" set in Harlem an explosion blew out the front window of a Cuban store only two blocks from where they were filming. On another occasion, police raided neighboring houses and arrested two suspects—an incident which drew less of a crowd than the filming, since it was less of a novelty!

In Miami, there was no problem at all. Principal location there was the magnificent mansion owned by former Venezuelan President Marco Perez Jiminez! A 70 room, three-villa compound with fantastic marble halls, it is a palace reminiscent of the Arabian nights.

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live, wrote the original screenplay for a deeply penetrating film about a black jazz musician—portrayed by Sammy Davis in "A Man Called Adam."

In tandem, Lester and Tina Pine have written two novels, two screenplays and several short stories. Before their marriage each enjoyed separate successful careers in the entertainment fields: Lester as nightclub comedian and television script writer; Tina as both a singer and television personality.

John Harkins, Arny Freeman, Joan Tompkins and Anthony Holland are featured in "Popi".

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Alan Arkin's young son in "Popi," opening ..... at the ..... Theatre, is a veteran actor at the age of ten. He made his professional debut two years ago on the New York stage in "The Oxcart." In Color by DeLuxe, "Popi" is released thru United Artists, an entertainment subsidiary of Transamerica Corporation.

Interpreting his role as the son of Puerto Rican parents in New York came easily to Ruben, whose parents actually came to New York from Puerto Rico. Now a porter, Ruben's father has three other children . . . but only Ruben has "made it" in the movies.

The young actor has been performing with the Puerto Rican Folklore Group (also known as the Ambassadors of St. Juan) for the past two years and has also appeared on Spanish-language television.

Ruben adores animals and his present collection of pets includes two parakeets, five chicks, one hamster, two goldfish and a turtle.

Still PP-1 *Mat 1B*

The versatile Alan Arkin has his most demanding role to date in "Popi," as a father who has a wild scheme to get his two young sons out of a New York ghetto. The picture, in Color by DeLuxe, is being released through United Artists, an entertainment subsidiary of Transamerica Corporation.

Soundtrack Album for 'Popi' Issued on United Artists Records

United Artists Records has issued a long-playing soundtrack album that includes the title song composed by Dominic Frontiere.

Contact local dealers and your United Artists Records distributors to alert them of your playdate and engage their cooperation in setting window and point-of-purchase displays in record stores and music departments.

Then Follow Thru These Ways:

Contact all radio music shows yourself, even though UA mailings with the records have gone out nationally. Advise DJs and program directors that the picture is about to open. Publicity material in this pressbook includes music chatter copy they need. Give them plenty to talk about. Play the record in your lobby and over your PA system, especially if you operate an open-air theatre and display a "This Album Available at . . . ." sign in return for similar exposure with a local dealer.

TV/RADIO MATERIAL

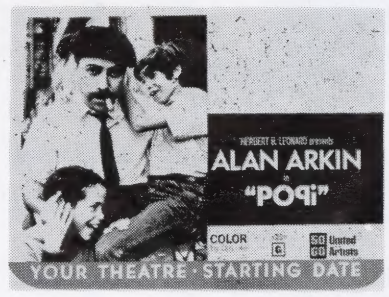
FREE Television Spots: Here are fun-filled 60, 30, 20 and 10 second spots on 16mm film, in color and ready to run . . . with run-out footage for local tag announcements.

FREE Radio Spots: A complete set of spot announcements in various time-lengths is available on one 12" long-playing disc, with time for a tag on each spot.

FREE TV Featurette

Seven minutes, in color. Alan Arkin's "sons" in the movie are played by two boys who actually reside in New York—both non-professionals making their movie debuts. This featurette shows the search for someone to play the parts of the two boys and how they were chosen. It also shows them in behind-the-scenes shots with Alan Arkin. It's an extra insight for your moviegoers—and an excellent filler for locally originating television programming. Offer it to key station in your market. It's on 16mm film.

Order all material from
Exploitation Department
United Artists Corp.
729 Seventh Avenue, New York, N.Y. 10019



Telop and Slide

For information and prices write:

QQ Title Card Co.
247 West 46th Street
New York, N.Y. 10036

TRAILER

Combining comedy and pathos, this trailer is a tour-de-force for Alan Arkin — whose popularity is your biggest box-office draw. Book it in advance of your playdate and cross-plug wherever you can.

Order from National Screen Service

Spanish Speaking Communities!

If you have a Spanish-speaking community in your situation, "Popi" will appeal strongly—so tie in with local civic and social groups for sponsorship of theatre parties and special screenings. Be sure to service Spanish language newspapers with pressbook copy and also radio stations and/or programs featuring news of interest to people concerned with a film debut about a Puerto Rican's adventures in a "mainland" city.

Panel discussions can be set, or interview shows, on *any* station—comparing local problems of adjustment for Puerto Ricans with those experienced by Alan Arkin as "Popi" in the picture.

Other topics for discussion are: welfare payments; adoption; children growing up on streets school problems; environmental influences on people with language differences.

Language Schools

Arrange for a tie-in with local foreign language schools. A screening for officials of the school would convince them to recommend the picture to their classes as there is a gem of a sequence in the film which compares the sound (but not the meaning) of certain words in Spanish with those in English. As a matter of fact, language is a very important part of the story.

Arkin Past Performances

In a few short years, Alan Arkin has risen to the top rank as one of the most popular international stars. Here's a contest for radio or newspaper planting — for posting at your theatre or with a cooperating merchant as an in-store display.

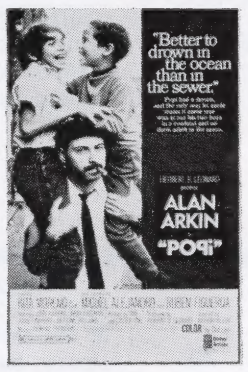
1. **In "Popi" Alan Arkin talks constantly. In what picture does he never speak at all?** *(Ans. "The Heart is a Lonely Hunter")*
2. **Name the film in which Arkin seems intent on killing himself.** *(Ans. "Woman Times Seven")*
3. **In what picture is he intent on killing Audrey Hepburn?** *(Ans. "Wait Until Dark")*
4. **He was a bumbling police investigator in . . .** *(Ans. "Inspector Clouseau")*
5. **Arkin "invaded" the United States from a submarine in which comedy?** *(Ans. "The Russians Are Coming, The Russians Are Coming")*

Discussion on 'Popi'

Alan Arkin plays the role of a widowed Puerto Rican with two young boys who has to raise them in the ghetto while holding down three jobs. His attempt at a solution is the story of "Popi."

Hold a panel discussion on TV or radio with local community leaders and people who live in a situation similar to Popi.

Discussion should revolve around the practicality of Popi's solution and how the various people on the panel would act or have acted in a similar situation.



PP-ART 1

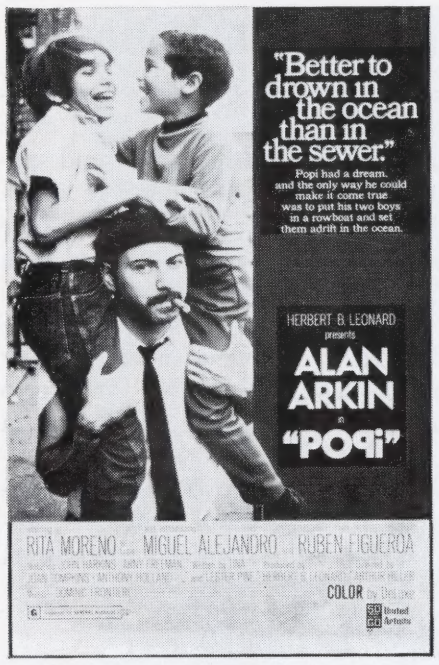
ART STILL

This art element from the ad campaign is available as an 8x10 glossy black and white photo suitable for enlargements.

Use for theatrefront and away from theatre tie-ins.

Order by number from National Screen Service

POSTER, ACCESSORIES, BILLING, CAST, CREDITS AND SYNOPSIS



1 SHEET

22 x 28 LOBBY CARD

Order All Accessories From National Screen

WINDOW CARD

14 x 36
INSERT CARD

Also Available:

Set of Eight
11 x 14
Lobby Cards

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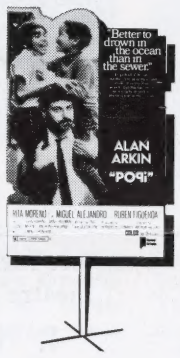
Set of Eight
8 x 10 Stills
In Color



An Attention-Arresting Hi-Rise Standee

PRICES:

Deluxe Hi-Rise Standee
$9.95

Re-usable Extension Pole
$1.50

24 x 82 TITLE DISPLAY IN BRILLIANT DA-GLO

Converts to 24 x 60 by folding back the pictorial sidepiece
(available as rental item at National Screen)

Official Billing

Herbert B. Leonard	35%
presents	
ALAN ARKIN	100%
in	
"POPI"	100%
starring	
Rita Moreno as Lupe	75%
and introducing	
Miguel Alejandro	75%
and	
Ruben Figueroa	75%
featuring	
John Harkins, Arny Freeman, Joan Tompkins, Anthony Holland	35%
Written by Tina and Lester Pine	35%
Produced by Herbert B. Leonard	35%
Directed by Arthur Hiller	35%
Music—Dominic Frontiere	35%
COLOR by DeLuxe	50%
United Artists, Entertainment from Transamerica Corporation	35%

The Story *(Not for Publication)*

Abraham Rodriguez (ALAN ARKIN) finds New York's Spanish Harlem a difficult place to bring up his children. The Puerto Rican widower is determined to find a way of rescuing Junior (MIGUEL ALEJANDRO and LUIS (RUBEN FIGUEROA) from the garbage-strewn, crime-ridden streets of his neighborhood.

Lupe (RITA MORENO) argues that if they were to get married and move to Brooklyn, things would be different. Although Abraham loves Lupe, his need to get his children out of the ghetto is immediate, and toward this end he devises a daring scheme. He will "shipwreck" his sons off the coast of Florida, where they would be found by the Coast Guard and taken as Cuban refugees. A rich family, he plans, would adopt them. The sacrifice on his part would well benefit the children.

Setting up camp on a beach in Miami, Abraham encourages the boys to go swimming and cultivate a deep suntan. After several other preparations, including language and boating lessons, Abraham sends his sons out to sea—in a purposely unseaworthy craft so that the boys can be "found."

While lying on the beach exhausted from worry, he hears a radio report of the rescue of "two brave Cuban boys." Rushed to the hospital, Junior and Luis are overwhelmed with special attention and well-wishes from thousands of sympathetic Americans. The kids carry off their disguises well.

Yet, when Abraham sneaks into the boys' hospital room, they overwhelm him with cries to return to him and their New York apartment. The noise of the emotional family reunion alerts hospital officials, and the hoax is exposed. Bewildered by the way all his meticulous plans have collapsed, Abraham brings his delighted sons back to their noisy but familiar slum streets.

(RUNNING TIME: 113 MINUTES)

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SHORT SYNOPSIS

Popi, a widowed Puerto Rican who fights against raising his two young sons in a New York ghetto, devises a scheme to have them rescued at sea as two refugees from Cuba. He hopes that in the ensuing excitement, the boys will be adopted by a wealthy family, but the boys' affection for their father thwarts the plan.

The Cast

Abraham	Alan Arkin
Lupe	Rita Moreno
Junior	Miguel Alejandro
Luis	Ruben Figueroa
Harmon	John Harkins
Miss Musto	Joan Tompkins
Pickett	Anthony Holland
Diaz	Arny Freeman

•

Production Staff

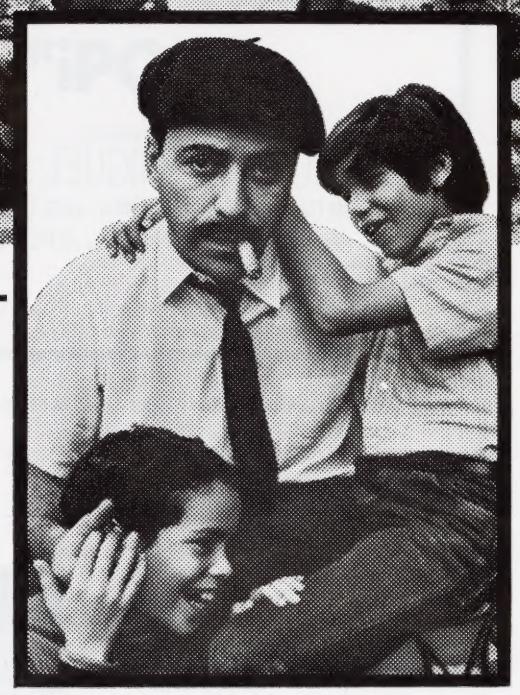
Producer	Herbert B. Leonard
Director	Arthur Miller
Executive in Charge of Production	Stanley Neufeld
Written by	Tina & Lester Pine
Director of Photography	Andy Laszlo
Music by	Dominic Frontiere
Art Director	Robert Gundlach
Sound Recorder	Stanley Mitteldorf

Color by DeLuxe

United Artists, Entertainment from Transamerica Corporation

Printed in U.S.A.

SOMETIMES A CITY IS HARDER TO BREAK OUT OF THAN A PRISON.



For Popi there was no escape–but maybe his sons could.

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G Suggested For GENERAL Audiences

United Artists
Entertainment from Transamerica Corporation

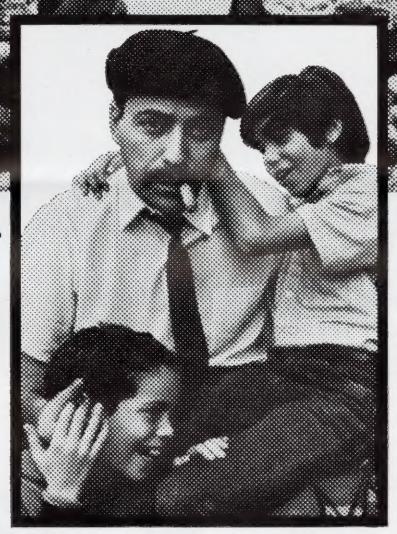
THEATRE

4 Cols. x 168 Lines—672 Lines (48 Inches)

Mat 403

SOMETIMES A CITY IS HARDER TO BREAK OUT OF THAN A PRISON.

For Popi there was no escape– but maybe his sons could.



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G Suggested For GENERAL Audiences

United Artists
Entertainment from Transamerica Corporation

THEATRE

3 Cols. x 127 Lines—381 Lines (36 Inches) Mat 303

ART STILL

Order By Number From National Screen

PP-ART 2

Order Ad Mats From National Screen

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Printed in U.S.A.

THESE ADS QUOTE A COUPLE OF THE GREAT NOTICES THE PICTURE RECEIVED IN NEW YORK. RUN THEM IN ADVANCE OF YOUR SHOWING AND ON OPENING DAY. AFTER OPENING YOU MAY ADD LOCAL REVIEWS.

"★★★★

Watching Alan Arkin in 'Popi' I wanted to go up the screen, hug him and say: 'You're Wonderful!'

Arkin is one to watch in the next running for the Oscar and other 'Best Actor' awards! 'Popi' is enchanting, a film to love for its warmth and smashing humor. Audiences are laughing like crazy. A picture that is perfect. Three theatres are showing 'Popi'. Pick the convenient one and have yourself a time."

—New York Daily News

"THE GLOW THAT LIGHTED MANHATTAN WAS 'POPI', ONE OF THE FUNNIEST, MOST ORIGINAL AND MOST CONTAGIOUS SCREEN COMEDIES IN YEARS!

Here, finally, after a long, parched wait is a perfectly wonderful surprise package of such human appeal and tickling adroitness that few viewers should leave it without smiling inside and out.

And the extraordinarily fine and winning performance of Alan Arkin moves this brilliantly versatile actor forward in the tradition of the great movie comedians. Yes, such as Chaplin.

Spontaneous and fluid as quicksilver, this definitive portrait of a lonely, stubborn underdog is funny, pathetic, admirable and real. And so is the picture.

A fierce warmth with a marvelous comic bite. The film is clever, poignant, funny and as unexpectedly turned as anything since Capra's great comedies. Arkin wizardry makes good material soar cloud-high."

—New York Times

THEATRE

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"POPI"

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ANTHONY HOLLAND Written by TINA and LESTER PINE
Produced by HERBERT B LEONARD Directed by ARTHUR HILLER
Music—DOMINIC FRONTIERE COLOR by DeLuxe

ORIGINAL MOTION PICTURE SCORE AVAILABLE ON UNITED ARTISTS RECORDS

G Suggested For GENERAL Audiences

50 GO United Artists

4 Cols. x 150 Lines—600 Lines (43 Inches)

Mat 404

"★★★★

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– *New York Daily News*

"THE GLOW THAT LIGHTED MANHATTAN WAS 'POPI', ONE OF THE FUNNIEST, MOST ORIGINAL AND MOST CONTAGIOUS SCREEN COMEDIES IN YEARS!

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ORIGINAL MOTION PICTURE SCORE AVAILABLE ON UNITED ARTISTS RECORDS

COLOR by DeLuxe

50 GO United Artists

THEATRE

2 Cols. x 110 Lines—220 Lines (16 Inches) Mat 204

"★★★★

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Here, finally, after a long, parched wait is a perfectly wonderful surprise package of such human appeal and tickling adroitness that few viewers should leave it without smiling inside and out.

And the extraordinarily fine and winning performance of Alan Arkin moves this brilliantly versatile actor forward in the tradition of the great movie comedians. Yes, such as Chaplin.

Spontaneous and fluid as quicksilver, this definitive portrait of a lonely, stubborn underdog is funny, pathetic, admirable and real. And so is the picture.

A fierce warmth with a marvelous comic bite. The film is clever, poignant, funny and as unexpectedly turned as anything since Capra's great comedies. Arkin wizardry makes good material soar cloud-high."

– *New York Times*

THEATRE

HERBERT B. LEONARD presents

ALAN ARKIN

in

"POPI"

starring RITA MORENO as Lupe

and introducing MIGUEL ALEJANDRO

and RUBEN FIGUEROA

featuring JOHN HARKINS · ARNY FREEMAN · JOAN TOMPKINS ANTHONY HOLLAND Written by TINA and LESTER PINE

Produced by HERBERT B. LEONARD Directed by ARTHUR HILLER

Music – DOMINIC FRONTIERE COLOR by DeLuxe

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